- ABC leaning toward PPV service launch
- Lawrence De George bids for control of Times Fiber
- NBC weighs cable news service
- NCTA sets deadline for bids on scrambling technology

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Falcon in Pasadena: Unexpected challenge

CableVision™

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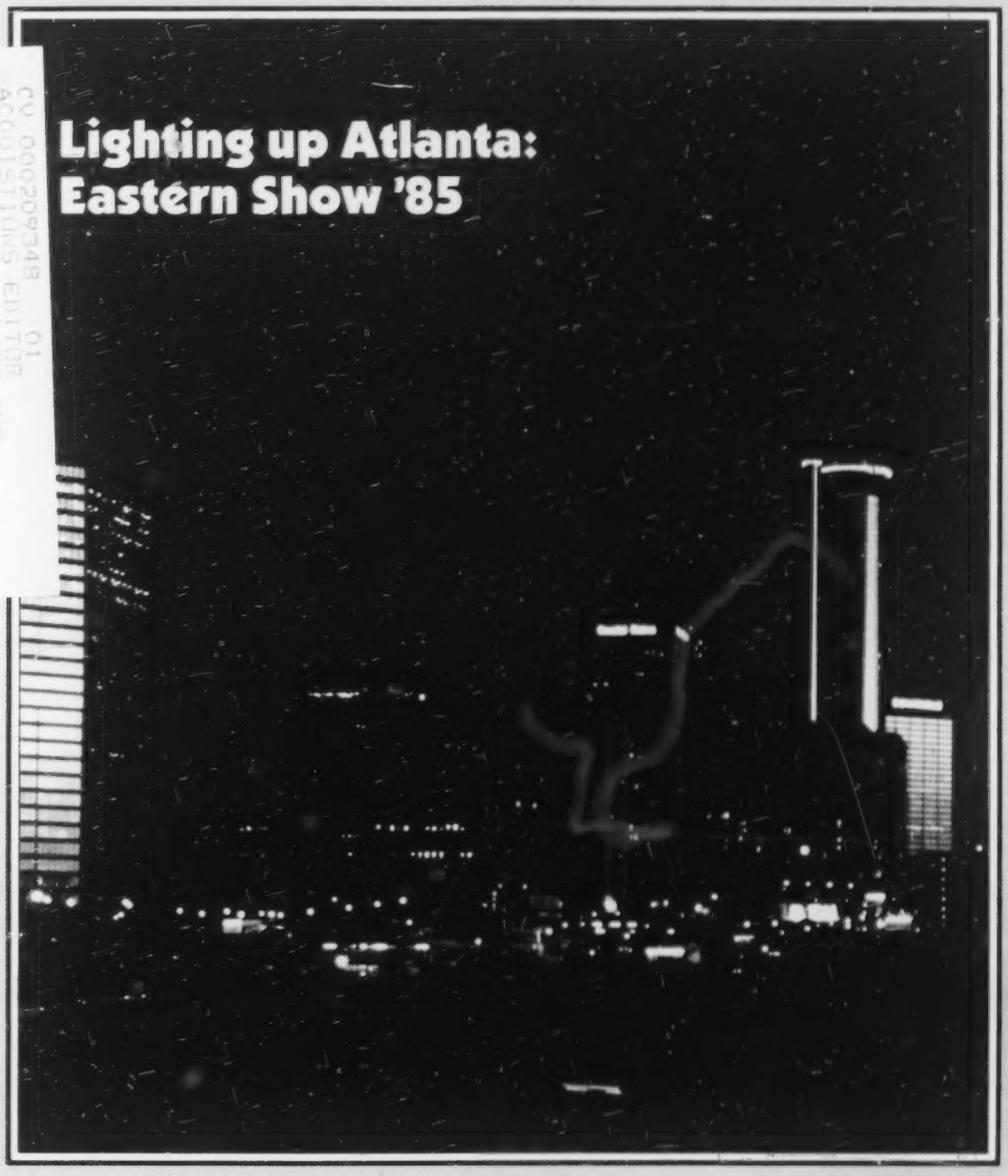
Lighting up Atlanta: Eastern Show '85



Leading the Week

ABC may go PPV

American Broadcasting Co. officials need only give the go-ahead for the launching of a national pay-per-view service in early 1986.....11

MTV negotiations continue

Forstmann Little and Warner Amex continue discussions over the proposed leveraged buyout of MTV Networks by executives at MTV.....11

Storer's Ken Bagwell favors NBC news channel.

NBC eyes news channel

The National Broadcasting Company has acknowledged that it is considering inauguration of a 24-hour, all-news channel that would compete with the Cable News Network.....12

Right to old movies contested

Rainbow Program Enterprises is contesting licensing rights for old movies that will be bought by Turner Broadcasting System in Ted Turner's purchase of MGM/UA.....12

NCTA finalizes equipment RFP

The NCTA finalizes its request for proposals to supply satellite scrambling equipment for a non-profit scrambling cooperative.....14

Bid for Times Fiber

The founder and former chairman of Times Fiber Communications, Lawrence De George, has made a takeover bid of between $138 million and $144 million to gain full ownership of the company now controlled by Insilco Corp.....14

Rifkin buys Omni properties

Rifkin & Associates has signed a definitive agreement with Omni Cable TV Corp. to acquire Omni's 36 systems covering 58,500 subscribers for an undisclosed price.....16

Washington Post buys system

The Washington Post will pay top dollar, $350 million, for Capital Cities' cable division as part of the billion-dollar divestiture program required by the acquisition of ABC by Capital Cities.....16

Stay on must-carry ruling

Broadcast industry groups have asked the U.S. Appeals Court to stay its recent decision striking down the Federal Communications Commission's must-carry rules until they can appeal to the U.S. Supreme Court.....17

Joint venture in Denver

United Cable of Colorado and Mile Hi Cablevision have agreed to join their systems in a local advertising interconnect in Denver and its suburbs.....18

Incentive plan

Event/TeleVision, which recently unveiled a plan to launch a pay-per-view movie channel, has developed an incentive plan it hopes will convince skeptics PPV can be profitable.....18

C-SPAN senate study

A C-SPAN survey of 100 senators showed a momentum growing for live television coverage of the Senate after almost two-thirds of U.S. senators said they favor some type of live televised coverage of Senate proceedings.....20

No indictments against Cox

A county grand jury in Oklahoma City ruled that The Playboy Channel programming offered by Cox was not "legally obscene."".....20

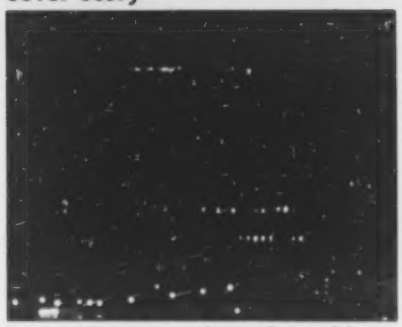
Aid for farmers

Farm Aid, a 12-hour country music telethon, is set for The Nashville Network Sept. 22. Promoters are hoping to raise $40 million for the cause. Willie Nelson and Illinois Gov. James Thompson are organizing the event.....23

Penalty avoided

United Cable Television of Los Angeles has passed the first hurdle in avoiding a damage payment to Los Angeles. The penalty would be for missing a June 30 deadline to have built and activated 50 miles of cable in the east San Fernando Valley franchise.....28

Cover Story



Eastern Show organizers, buoyed by a strong advanced registration and good attendance at other industry conventions, are expecting a strong turnout when the affair gets under way this week. About 3,500 people are expected to visit the Atlanta gathering. See page 24.

On Demand Programming.....34

Portel Services Network ordering system, capable of processing home shopping, banking and pay-per-view transactions, will begin next month in Pittsburgh-area suburbs.

Advertising.....36

Financial News Network, rebounding from cutbacks a year ago, has newly recruited sales staff in place aimed at maintaining the network's streak of profitable quarterly results.

System Profile.....38

When Falcon Communications was awarded the cable franchise for Pasadena, it expected somewhat of a smooth-sailing operation. The company was well-established in the area, and as the country's 30th-largest operator, it had the expertise. Even still, Falcon discovered that a newbuild situation is never an easy task.

Departments

Programming.....32
Review.....32
Business & Finance.....40
Stock Market.....44
New Products.....48
Events.....49
People.....49
Classifieds.....50
Advertisers' Index.....55
Cable Stats.....56
Parting Words.....58

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985E	86,000,000	64,500,000	36,120,000	42	21,672,000	25
1984	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1983	83,500,000	53,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,500,000	27,200,000	14,155,000	19	2,980,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Cable barometer

Television households (TVHH)	84,233,330
Homes passed by cable (HP)	58,274,000
Percent of TVHH passed by cable	69.2%
Basic cable subs	32,761,000
Percent of TVHH with basic cable	38.9%
Percent of HP with basic cable	56.2%
Pay cable subs	19,624,000
Percent of TVHH with pay cable	23.3%
Percent of HP with pay cable	33.7%
Percent of basic subs with pay cable	59.9%

Figures are as of Aug. 31, 1985
Source: CableProFile Data Base, INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom) — **Transponder**

Arts & Entertainment 24
BET 10
CBN Cable Network 5
Cinemax (West) 23
CSN (Cable Sports Network) 4
C-SPAN 13
Dodgervision 8
Eternal Word Television Network 16
Financial News Network 1
Galavision 6
HBO (West) 11
HTN 15
Home Shopping Network 3
The Learning Channel 20
Lifetime 17
MSN (The Nickelodeon Channel) 9
MTV 11
National Jewish Television 14
Nickelodeon 12
PTL 2
Reuter Monitor Service 18
Satellite Entertainment Movie Channel 21
ShowTime (West) 20
SIN 7
Studionet 22
The Learning Channel 16
Trinity Broadcasting Network 23
USA Cable Network 9
Video Hit One 15
The Weather Channel 6

Satcom IV (RCA Americom) — **Transponder**

American Movie Classics 10
Bizmet 9
Bravo 22
Cable Sports Network 3
Home Sports Entertainment 11
Madison Square Garden 5
National Christian Network 7
New England Sports Network 15
Nickelodeon (West) 4
Nostalgia Channel 21
Odyssey 23
The Playboy Channel 19
The Prime of Life Network 17
The Silent Network 18
SportsVision 8
WPIX—New York 13

Westar III (Western Union) — **Transponder**

CNN 5

Westar IV (Western Union) — **Transponder**

Atlantic City Hotel Rating 3
Cable News Network (CNN) 14
Catholic Telecommunications Network of America 11
Public Broadcasting Service 20, 21, 22, 23
Texas State Network 1
Weird of Earth Satellite Network 8

Westar V (Western Union) — **Transponder**

Fantasy Unlimited Network (FUN) 3
FUN Weekend Pay-per-view 3
The Meadows Racing Network 22
Pro-Am Sports System (PASS) 14
The University Network 12

Comstar D-4 (AT&T/GTE) — **Transponder**

Arts & Entertainment 24
Country Music Television (CMTV) 14
KTVT (Dallas) 10
SelecTV 11

Galaxy I (Hughes) — **Transponder**

CBN Cable Network 11
Cinemax (East) 13
CNN 1
CNN Headline News 2
C-SPAN 12
The Discovery Channel 28
The Disney Channel (East) 3
(West) 4
ESPN 5
ESPN 6
Lifevision 20
HBO (East) 20
Home Team Sports 17
Keyfax National Television Magazine 16
Moody Broadcasting Network 1
The Movie Channel (East) 10
(West) 14
The Nashville Network 24
PTL 17
Showtime (East) 7
SIN 6
Studionet 23
WGN 4
WOR-TV 15
WTBS 18

Spacenet I (GTE) — **Transponder**

ACTS 19

Aurora F5 (Alascom) — **Transponder**

Alaska Satellite Television Project 24
Le-mo Alaska Television Network 20
NASA Contract Channel 13

Note: A company name in parentheses following a service or network designates the transponder owner.
Source: International Thomson Communications Inc.

Top 100 MSOs

Rank	Multiple system operator	Basic subs

Subscriber counts are provided by MSOs to International Television Communications Inc.

Top 100 systems

Rank	Location	Operator	Basic subs

Subscriber counts are provided by MSOs and cable systems to International Television Communications Inc.